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**AMENDMENT TRANSMITTAL LETTER**Docket No.  
058569-P001US-10007125Application No.  
08/813,852Filing Date  
March 7, 1997Examiner  
F. BartuskaGroup Art Unit  
2167

Applicant(s): Rodney L. Dockery, et al.

Invention: SYSTEM AND METHOD FOR PROMOTING STORES AND PRODUCTS

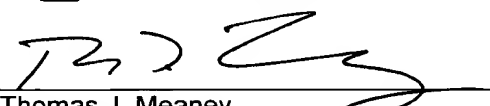
**RECEIVED****TO THE COMMISSIONER FOR PATENTS****JUN 20 2001**

Transmitted herewith is an amendment in the above-identified application.

The fee has been calculated and is transmitted as shown below.

**Technology Center 2100****CLAIMS AS AMENDED**

	Claims Remaining After Amendment	Highest Number Previously Paid	Number Extra Claims Present	Rate	
Total Claims	15	- 20 =		x	0.00
Independent Claims	4	- 4 =		x 0.00	0.00
Multiple Dependent Claims (check if applicable) <input type="checkbox"/>					
Other fee (please specify):					
<b>TOTAL ADDITIONAL FEE FOR THIS AMENDMENT:</b>					0.00

☐ Large Entity☒ Small Entity☒ No additional fee is required for this amendment.☐ Please charge Deposit Account No. \_\_\_\_\_ in the amount of \$ \_\_\_\_\_.  
A duplicate copy of this sheet is enclosed.☐ A check in the amount of \$ 0.00 to cover the filing fee is enclosed.☒ The Commissioner is hereby authorized to charge and credit Deposit Account No. 06-2380  
as described below. A duplicate copy of this sheet is enclosed.☐ Credit any overpayment.☒ Charge any additional filing or application processing fees required under 37 CFR 1.16 and 1.17.  
Thomas J. Meaney  
Attorney Reg. No.: 41,990

Dated: June 8, 2001

FULBRIGHT & JAWORSKI L.L.P.  
2200 Ross Avenue  
Suite 2800  
Dallas, Texas 75201  
(214) 855-8230**Amendment Transmittal**

I hereby certify that this correspondence is being deposited with the U.S. Postal Service with sufficient postage as First Class Mail, in an envelope addressed to: Commissioner for Patents, Washington, DC 20231, on the date shown below.

Dated: June 8, 2001 Signature:  (Linda F. Cuccia)



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Docket No.: DO-058569/P001US/10007125  
(PATENT)

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Patent Application of:  
Rodney L. Dockery, et al.

Application No.: 08/813,852

Group Art Unit: 2167

Filed: March 7, 1997

Examiner: F. Bartuska

For: SYSTEM AND METHOD FOR PROMOTING  
STORES AND PRODUCTS

**AMENDMENT**

**Box Non-Fee Amendment**  
Commissioner for Patents  
Washington, DC 20231

Dear Sir:

In response to the Office Action dated March 15, 2001 (Paper No. 28), Applicants respectfully request that the Examiner reconsider the application in view of the amendments and comments set forth below.

**In the Claims**

All currently pending claims, whether amended or unchanged, are listed below for the convenience of the Examiner.

1. A method for promoting sales of a product carried in a store, the method comprising the steps of:

collecting information about the product, the collected information pertaining to practical uses or advantages of the product;

preparing a publication that includes a feature article that incorporates within the feature article the collected information and that also specifically references a brand of the product;